

ABSTRACT

Lazada is a Singaporean private e-commerce company founded by Rocket Internet in 2011. The Lazada e-commerce website was launched in March 2012 to target the Southeast Asian market in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. Lazada online site visitors have decreased very significantly. In the first quarter of 2018, Lazada was ranked first with the most e-commerce visitors, namely 117.6 million average monthly visitors, while in the third quarter 2018 Lazada fell in fourth with a total of 36.4 million monthly visitors and was ranked first in the highest number of complaints based on the records of the Indonesian consumer organization foundation 2017. It is necessary to improve the quality of electronic services on Lazada.co.id E-service quality or electronic service quality is a service provided to consumers through the internet network to be able to facilitate shopping, buying, or selling an effective and efficient product. This study uses the Importance-Performace Analysis (IPA) Method which was first introduced by Martilla and James (1977) with the aim of measuring the relationship between consumer perceptions and priorities for improving the quality of products / services known as quadrant analysis.

Based on the results of this analysis and research, according to respondents the level of importance (expectations) on the Lazada.co.id site gets a score of 82.1% which is categorized as very important, while for the level of performance on the Lazada.co.id site obtains a value of 70.2 % which can be categorized as good. Based on the results of the application of IPA (Importance Performance Analysis) in this study there are 4 attributes that still need to be improved by Lazada.co.id, namely Lazada.co.id sending orders as promised (Fulfillment), Lazada.co.id sending products in accordance with the promised time (Fulfillment), Lazada.co.id provides compensation for problems that occur in the form of a return (compensation), Lazada.co.id provides effective treatment of consumer problems (Responsiveness).

Keyword: E-Service Quality, Importance Performance Analysis, e-commerce, Lazada.co.id